BUSINESS ANALYTICS MINOR

Banner Code: ABUS

Academic Advising

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Administration

- Jeremy Plotnick, Director of Minor Programs

The amount of data flowing from, to, and through enterprises of all sorts is enormous, and growing rapidly—more rapidly than the capabilities of organizations to use it. Successful enterprises are those that make effective use of the abundance of data to which they have access: to make better predictions, better decisions, and form better strategies. Business analytics—which encompasses a variety of techniques to extract useful information from different sources of data—is being embraced at an increasing rate by organizations that need to gain actionable and forward-looking insight from their data. The minor in business analytics will provide students with the cutting-edge knowledge and skills they need to use and gather data to identify, understand, and deliver insights that internal and external clients find vital to organizational success.

Admissions & Policies

Policies

At least eight credits must be unique to the minor and not applied toward any other major, minor, or concentration. Students must achieve a grade of C or better in each course that is applied toward the minor.

For policies governing all minors, see AP.5.3.4 Minors (https://catalog.gmu.edu/policies/academic/undergraduate-policies/#ap-5-3-4). The Costello College of Business residency requirement for this minor supersedes the university requirement: at least nine credits must be earned at Mason.

Requirements

Minor Requirements

Total credits: 15

Required Course

Code	Title	Credits
MIS 431	Data Mining for Business Applications (Mason Core) (https://catalog.gmu.edu/mason-core/)	3
Total Credits		**3**

Electives

Code	Title	Credits
Select four courses from the following:		12
ACCT 361	Accounting Analytics	
ACCT 465	Advanced Accounting Analytics	
FNAN 430	Empirical Methods in Finance	
FNAN 436	Probability Methods for Finance	
MIS 310	Database Management Systems	
MIS 430	Data Warehousing	
MIS 432	Advanced Data Mining	
MIS 433	Programming for Analytics	
MKTG 351	Marketing Research	
MKTG 352	Marketing Analytics	
OSCM 352	Management Science	
OSCM 452	Business Forecasting	
STAT 362	Introduction to Computer Statistical Packages	
STAT 456	Applied Regression Analysis	
Total Credits		**12**